ACTIVITY ASSISTANT

CROSS-REFERENCE TO RELATED APPLICATIONS

The present application claims the benefit of priority under 35 U.S.C. § 120 as a continuation of U.S. patent application Ser. No. 14/813,056 titled, "ACTIVITY ASSISTANT," filed Jul. 29, 2015, which claims the benefit of priority under 35 U.S.C. § 120 as a continuation of U.S. patent application Ser. No. 13/333,990 entitled "ACTIVITY ASSISTANT," filed on Dec. 21, 2011, now U.S. Pat. No. 9,098,606, which claims the benefit of priority under 35 U.S.C. § 119 from U.S. Provisional Patent Application Ser. No. 61/425,711 entitled "ACTIVITY ASSISTANT," filed on Dec. 21, 2010, the disclosures of which are hereby incorporated by reference in their entirety for all purposes.

BACKGROUND

Unless otherwise indicated herein, the materials described in this section are not admitted to be prior art by inclusion in this section.

Various technologies can be utilized to electronically exchange information between users. For example, computers, telephones, and personal digital assistants (PDAs) can be used to exchange content over communication networks including the Internet. The content exchanged between such devices can include web pages that, in turn, can include text, video data, audio data and/or other types of data.

SUMMARY

Disclosed herein are configurations of the subject technology that relate to an "activity assistant" that provides users with dynamically-selected "activities" that are intelligently tailored to the user's world. Accordingly, an example activity assistant may customize display of a user's activity list, suggest activities, and customize activity search results based on personalized factors such as the user's interests, current mood, and intent. Furthermore, an example activity assistant may also be capable of intelligently varying the behavior of a given activity from one user to another, depending upon the characteristics of a given user. For example, the activity assistant may score an activity based not only on the characteristics of the activity itself, but also based on data that is indicative of the user's "context" (e.g., the user's, interests, intents, moods, experiences, etc.).

According to an example embodiment, a user interface may also be provided that allows for intuitive user interaction with activities via the activity assistant. This user interface may be generally referred to herein as an "activity assistant user interface". A user typically accesses the activity assistant UI by logging in to a user's activity-assistant account. According to an example embodiment, the activity assistant UI displays graphical representations of activities to a user in a logical manner that varies according to the interests, intents, and moods of the user. Via the activity assistant UI, the user may view activities they have added to a personal "activity list," view suggested activities, create and add new activities to their activity list, and/or add/delete existing activities (i.e. those created by other users) to/from their activity list, among other functions.

In one aspect, an example method performed by a computing device may involve: (i) from a global activity database that comprises data defining a plurality of activities, wherein the data for each activity comprises one or more global parameters, retrieving the one or more global parameters of one or more selected activities, (ii) from a user-account database that includes data for each of a plurality of user accounts, wherein the data for a given one of the user accounts: (a) comprises one or more account-specific parameters, and (b) identifies any of the plurality of activities that are associated with the given account, retrieving the one or more account-specific parameters of a selected user account, (iii) for the selected user account, and for each of the one or more selected activities: (a) determining one or more signals based at least in part on one or more of the global parameters of the selected activity and one or more of the account-specific parameters of the selected user account, wherein each signal provides an indication of importance of the selected activity to the selected user account; and (b) using the determined signals as a basis for determining an importance of the selected activity for the selected user; and (iv) causing a graphical display to display the one or more selected activities in an arrangement that is based at least in part on to the importance of the selected activities relevant to one another.

In another aspect, an example activity-assistant system may include: (i) a global activity database comprising data that defines a plurality of activities, wherein the data for each activity comprises one or more global parameters; (ii) a user-account database comprising data for each of a plurality of user accounts, wherein the data for a given one of the user accounts: (a) comprises one or more account-specific parameters, and (b) identifies any of the plurality of activities that are associated with the given account; and (iii) one or more servers communicatively coupled to the global activity database and the user-account database, wherein the one or more servers are configured, for a selected user account, to: for each of one or more selected activities: (a) determine one or more signals based at least in part on one or more of the global parameters of the selected activity and one or more of the account-specific parameters of the selected user account, wherein each signal that are indicative of importance of the selected activity to the selected user account, and (b) use the determined signals as a basis to determine a score for the selected activity. Further, the one or more servers may be configured to cause a graphical display to display the one or more selected activities in an arrangement that is based at least in part on to the scores of the selected activities relevant to one another.

In yet another aspect, an article of manufacture including a non-transitory computer-readable medium is disclosed. Program instructions may be stored thereon that, upon execution by a computing device, cause the computing device to perform operations comprising: (i) accessing and retrieving data from a global activity database that comprises data defining a plurality of activities, wherein the data for each activity comprises one or more global parameters. (ii) accessing and retrieving data from a user-account database that comprises data for each of a plurality of user accounts, wherein the data for a given one of the user accounts: (a) comprises one or more account-specific parameters, and (b) identifies any of the plurality of activities that are associated with the given account; (iii) for a selected user account, and for each of one or more selected activities: (a) determining one or more signals based at least in part on one or more of the global parameters of the selected activity and one or more of the account-specific parameters of the selected user account, wherein each signal that are indicative of importance of the selected activity to the selected user account, and (b) using the determined signals as a basis for determining a score for the selected activity; and (iv) caus-